Susan Reich

Marlboro Unlimited Gear POS and Cycle Graphics

Description:

- Placement of Unlimited Gear POS (Grill, Bicycle and Pullover) and Marlboro Cowboy fixture graphics during the period July 15 to September 1.

Strategy:

- Use Feature Gear to increase Marlboro Unlimited's consumer reach.
- Build Marlboro's equity with traditional Marlboro in-store advertising during the period.

Objective:

- Replace June/July Marlboro promo POS with Gear POS in 90% of all Retail Masters accounts (Non Retail Masters accounts received items beginning in June).
- Update Marlboro's fixture POS Look through the placement of cycle graphics on all in-store fixtures.

Resources:

- Marlboro Gear POS Kit

	Allocations
1 B Header/Multipurpose Card	Region 1: 20,600
3 Danglers	Region 2: 23,690
2 Posters (1 2-sided Grill Poster and	Region 3: 18,540
1 of either Pullover or Bicycle)	Region 4: 22,660
1 Box of 50 Mini Gear Catalogs	Region 5: 18,540

- Cycle Graphics
  Each TSM will be sent a custom kit of cycle graphics based on May SPACE information as it applies to fixturing in each store.

- Menu Kit Items

	Allocations				
40 Pack Display	R1 - 1,848	R2 - 1,895	R3 - 1,483	R4 - 1,813	R5 - 1,483
B Strips	R1 - 3,914	R2 - 4,351	R3 - 3,268	R4 - 4,047	R5 - 3,420
Change Mats	R1 - 3,796	R2 - 5,054	R3 - 3,959	R4 - 3,959	R5 - 3,532

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Administration:

- Gear POS Kit and Menu Items: Ordering thru PM Express
- Cycle Graphics: Force shipped to TSMs the week of July 1st by territory and profile

Analysis & Feedback:

- Promotional Analysis for Marlboro Gear POS Kit.
- No analysis on cycle graphics

Key Issues:

- # of 40 pack displays: Total 41,200 in Packing Factor of 5 per kit
- # of change mats: Total 203,000 in Packing Factor of 10 per kit

Source: https://www.industrydocuments.ucsf.edu/docs/ykdy0004